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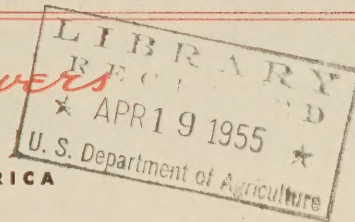
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JACKSON & PERKINS CO.

World's Largest Rose Growers

Telephone
Newark 1550

NEWARK, NEW YORK • • THE ROSE CAPITAL OF AMERICA



WHY I HAVE INSTRUCTED OUR SHIPPING DEPARTMENT TO SEND YOU SOME OF OUR
PRIZE-WINNING ROSES-- FOR ABSOLUTELY FREE EXAMINATION!

Dear Gardener:

Yesterday I instructed our Shipping Department to reserve in your name a group of our world-famous Prize-Winning Roses. I want you to have them. I'd like you to plant them...to see how beautifully the world's finest roses grow in your garden--and I'm going to send them entirely at my risk!

That's right. I want to send you these Prize-Winning Roses--WITHOUT YOUR PAYING ANY MONEY NOW OR WHEN YOUR PLANTS ARRIVE.

If you've ever purchased plants from anyone, you know that this is a revolutionary offer. No nursery does business this way...and neither do we, normally. Why then am I going to send you some of our Prize-Winning Roses...to let you plant them and keep them in your garden--without asking for any money in advance.

WHY WE DARE MAKE SUCH AN AMAZING OFFER

The reason is very simple. According to our records, you have not yet grown J&P Prized Roses. So I'd like to introduce them to you--without your risking a single penny! For I know that once you see them actually growing in your garden, once you see them blooming in all their glory...you'll be so thrilled that you wouldn't want to be without them--and you'll want more besides!

Of course, I wouldn't dare make this offer if it weren't for the QUALITY of our roses...top-notch quality that has enabled us to become the world's largest rose growers...first quality that has made J&P Prized Roses the most wanted and most planted roses in the whole world...the highest quality that has enabled J&P Roses to win more awards in this country and abroad than any other roses!

Honestly, you have to see the heavy, sturdy stock...the thick branches...the large roots to fully realize what a No. 1 plant really looks like. You have to see them burst into life in your own garden to realize how vigorous a real No. 1 plant is! You have to see it actually blooming to realize how gorgeous a No. 1 plant is! Just compare an authentic J&P No. 1 plant to any other...for size, for ease of growth, for sheer beauty! There is no comparison! And all of our Roses are guaranteed to be No. 1 plants...top quality, 2-year-old, field-grown plants--the strongest, sturdiest, healthiest Rose plants you can get.

J&P PRIZED ROSES FOR EVERY GARDENING USE

Furthermore, there are several different types of J&P Prized Roses...beautiful roses for every use in your garden...

...EVERBLOOMING FLORIBUNDA ROSES that produce hundreds of prize-winning blooms on every bush! This newest type of rose produces clusters of 5 to 25 blooms--an entire bouquet on one single stem!

And Floribunda Roses bloom almost continuously all season long--from June right up to frost. They're wonderful for mass planting, foundation and picture window plantings, hedging, borders along walks and paths.

...GIANT HYBRID TEA ROSES that produce huge individual blooms UP TO 6 FULL INCHES ACROSS!--on long, sturdy, cutting stems. These are ideal for formal plantings, for highlighting spots in your garden, for exhibition purposes.

...and finally, the AMAZING EVERBLOOMING CLIMBERS that produce literally thousands of roses on a single plant...curtains of color to drape over fences, porch, walls, trellis, posts.

I could go on for pages describing our top-quality No. 1 Prized Roses. I could make fantastic claims--and back them up! But it would still be "all talk and no action." That's why I'm perfectly willing to let you try them in your garden--at our risk.

YOU DON'T SEND A PENNY UNTIL YOU'RE CONVINCED

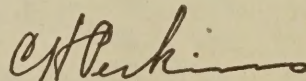
As I said before, I have already instructed our Shipping Department to reserve a group of these J&P Prized Roses in your name for absolutely free trial examination. The only request I have to make is that you tell me--on the enclosed Free Trial Form--which group or groups you would like to receive. (The special groups set aside for "new friends" are described in the enclosed circular.)

You'll receive your plants at the proper planting time for your locality... and with your shipment, we'll enclose a memo bill for the full amount of the plants you selected, plus a few cents for postage and handling. BUT you DO NOT pay any money now--or when the plants arrive. Plant them in your garden and watch them grow. Only after you actually see them thriving and growing...only after you are thoroughly convinced that J&P Prized Roses can glorify your home and garden as no other flower can, are you asked to pay the amount indicated.

On the other hand, if your plants do NOT live and grow...if they are NOT healthy, vigorous, bursting with life by June 10th...DESTROY THE PLANTS, return the memo bill--and you owe us nothing.

Incidentally, you'll notice that the enclosed Introductory Free Trial Form bears a number. That's your priority number for this offer which we can only make once to a family, and only to a few new friends each year. If you do not wish to plant any of them in your garden this year, please be sure to let me know so we can make the plants reserved for you available to another new friend.

Yours for a more beautiful rose garden...



C. H. Perkins

HYBRID TEA ROSE GARDEN

Includes 4 Prize-Winning Roses

Giant Roses UP TO 6" ACROSS

SCORES OF HUGE, BRILLIANTLY COLORED, FRAGRANT BLOOMS ON LONG STEMS... IDEAL FOR CUTTING!



IMAGINE EXQUISITE BLOOMS
LIKE THESE—ONLY TWICE
AS BIG ACROSS!

VALIANT

A bold red with a particularly lovely bud. The bloom is luminous crimson, becoming bright red as it opens. High centered and bold in its color and erect manner. Frequently 5 to 6 in. across, with about 30 tea-scented petals. Bushy upright grower. Height 2 to 3 ft. (Pl. Pat. No. 914.)

PAGEANT

Golden yellow buds open slowly and when half open display brilliant contrasts of vermilion red with the gold reverse. The red turns to a deep, clear rose pink. Beautiful formed, cup-shaped blooms reach 5 in. across. (Pl. Pat. No. 1252)

NEIGE PARFUM

For the fullest appreciation of a fragrant white Rose, let your choice be Neige Parfum. The early bud has slightest tinge of cream, then delicate lemon as it unfolds; in full bloom a beautiful white peony-form. Plant reaches 2 to 2½ ft.

ECLIPSE

Streamlined and modern... these slim tapering buds set a mark in grace and daintiness, often exceeding 2 in. in length! The best all-purpose brilliant golden yellow Rose in all climates! Plants are vigorous, producing abundant bloom.

SAVE MONEY ON THIS SPECIAL OFFER

ALL 4

GROUP NO. 1075

\$6.95

YOURS FOR ONLY

PAY ONLY AFTER YOU SEE THEM GROWING IN YOUR GARDEN

THOUSANDS OF ROSES IN LIMITED SPACE
CURTAINS OF COLOR TO DRAPE OVER FENCES,
WALLS, POSTS, PORCH, TRELLIS, etc.

Entirely New Improved Strain of

BLAZE

America's Most Popular Climber

This ever popular Climber is very active producing hundreds of brilliant red blooms all season long. Large clusters of 2 to 3 in. cup-shaped flowers cover the plant. The vivid scarlet color holds well. Easy to grow, Blaze often reaches a height of 15 feet. It will add beauty to your garden. It is the most popular of all Everblooming Climbers.

CLIMBING GOLDOLOCKS A truly everblooming yellow Climbing Rose! The buds are ovoid in shape and a rich golden yellow in color. As the buds gracefully open to 3½ in. blooms they last for a long time, for fresh new buds keep replenishing the over-all effect of a golden yellow mass. Will grow 6 to 10 ft. and will bloom the first year planted. (Pl. Pat. No. 1090)

CLIMBING PARADE A great everblooming Climber with masses of delightful red flowers appearing singly and in clusters in spring and throughout the season. Rose-red flowers 4 to 5 in. in diameter are filled with a delightful spicy fragrance. One of the most active of modern Climbers, Parade grows easily. (Pl. Pat. No. 1253)

SAVE MONEY ON THIS SPECIAL OFFER

ALL 3

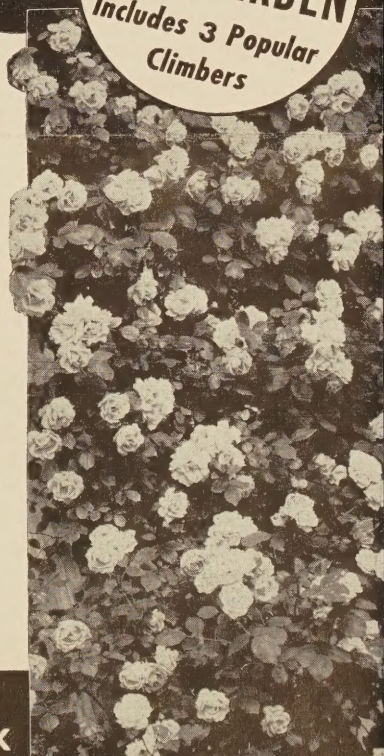
GROUP NO. 885

\$5.95

YOURS FOR ONLY

PAY ONLY AFTER YOU SEE THEM GROWING IN YOUR GARDEN

CLIMBING
ROSE GARDEN
Includes 3 Popular
Climbers



JACKSON & PERKINS CO., Newark, NEW YORK

An Unusual Introductory Offer to Make New Friends for Jackson & Perkins Prized Roses

PROVE FREE-That You Can Grow and Enjoy the World's Finest Roses!

Any of these Prized
ROSE GARDENS
Sent on Absolutely
Free Trial!

-IN YOUR GARDEN THIS SPRING!

SEND NO MONEY NOW-NOTHING ON ARRIVAL

See Prize-Winning Roses Growing in
Your Garden Before You Pay a Penny!

HUNDREDS OF PRIZE-WINNING ROSES ON EVERY BUSH!

**IN BLOOM CONTINUOUSLY ALL SEASON LONG!
FLORIBUNDA, THE 20th CENTURY ROSE!**

**FLORIBUNDA
ROSE GARDEN**

Includes 4 Great
Floribunda

Red Pinocchio



Beautiful Scarlet-Red Floribunda

Another of the "Pinocchio Family." This time a lovely red. Tiny picture buds are a deep satiny carmine-red on the outside and a brighter carmine on the inside. The 3½ inch Hybrid Tea shaped blooms are cup shaped and present masses of clean red clusters all season long. The upright bush is vigorous and free flowering with long shoots. (Pl. Pat. No. 812)

All-America Winner

MA PERKINS



Another All-American floribunda is Ma Perkins with its lovely Ophelia shaped buds of translucent light fashion color. The graceful 3½ to 4 inch flower is sparkling coral shell pink to begin with and finishes a shell coral suffused with yellow. The 2½ to 3 foot bush has an abundance of rich green foliage and will thrive under adverse conditions, in addition to being resistant to diseases and pests. All America Rose Selection Winner—1953. (Pl. Pat. No. 1143)



GLACIER

Snow White Floribunda

Ice like buds open slowly into soft snow-white blooms! 4½ in. across . . . born either singly or in clusters. Really large white blooms, cover the plant with drifts of snow all season long. Large, deep green foliage. Hardy plant reaches a height of 2-2½ ft. It's the perfect plant for covering an area of your garden with a blanket of immaculate white. (Pl. Pat. No. 1025.)



SAVE MONEY ON THIS SPECIAL OFFER

GROUP NO. 1065

PAY ONLY AFTER YOU SEE THEM

GROWING IN YOUR GARDEN

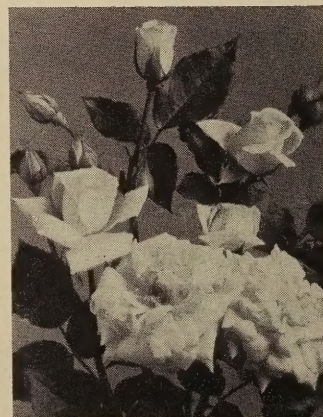
ALL 4

**YOURS
FOR ONLY**

\$6.50

Yellow Pinocchio

Another thrilling Pinocchio with the same sturdy bush and great masses of bloom in an apricot-yellow color. The bush grows about 3 ft. tall and when at the peak of bloom is a rounded mound of yellow. The foliage is dark green, tough and very disease-resistant. This sturdy, healthy and free-flowering member of the Pinocchio family is bound to become as popular as its far-famed parent. (Pl. Pat. No. 992.)



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If Mailed in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 25, SEC. 34.9 P. L. & R. NEWARK, N. Y.

Jackson & Perkins Co.

BOX 230
NEWARK,
NEW YORK

Free Trial Priority Form No. 3222

Gentlemen:

I have never grown J & P Prized Roses before, but I would like to do so—at your risk. Please send me, at the proper planting time, the group (s) indicated below. It is understood that I need send no money now—nor pay the postman anything when the plants arrive. If the plants are NOT bursting with life by June 10th, I will destroy them, return the memo bill and owe you nothing. Otherwise, I will pay the full amount indicated on the bill, plus a few cents postage.

Check Group (s) Desired

FLORIBUNDAS

- ☐ Group # 1065...\$6.50 ☐ Group # 1075...\$6.95
1 Red Pinocchio 1 Valiant
1 Yellow Pinocchio 1 Pageant
1 Ma Perkins 1 Eclipse
1 Glacier 1 Neige Parfum

HYBRID TEAS

CLIMBERS

- ☐ Group # 885...\$5.95
1 Blaze
1 Cl. Goldilocks
1 Cl. Parade

PLEASE PRINT NAME & ADDRESS

Name.....

Address.....

City.....

Zone..... State.....

☐ Please check here if you want NO plants—so that we may offer them to another customer.